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**WRITING FOR SPECIAL PURPOSES- BUSINESS,
TECHNICAL AND SCIENTIFIC**

FOUN 1008

LEVEL:	ONE
SEMESTER:	ONE, TWO, THREE
NO OF CREDITS:	THREE
PRE-REQUISITES:	Ordinary or Advanced Level Certification in English, or Communication Studies, Grade 1, or A Pass in the UWI Proficiency Test, or A Pass in the Fundamentals of English, course

SUMMARY COURSE DESCRIPTION

FOUN 1008 is designed to teach the principles of business communication. It addresses forms such as: business correspondence - a variety of letter styles appropriate to various functions, the memorandum, technical description, process description and analysis, proposal preparation and oral delivery, formal and informal reports.

FOUN 1008 is essentially an English writing course, and therefore a major focus is the correct use of the language for effective written and oral business presentations. Students are also instructed in strategies for carrying out 'secondary ' research and appropriate documentation styles. The basics of questionnaire design and strategies for interview and observation are also taught.

need also to know how to communicate effectively in their
them to recognize the particular demands of technical
ded for their disciplines.

GOALS

By the end of the course students will be able to

- (i) understand the techniques of information gathering, documentation and presentation appropriate to their specific disciplines
- (ii) produce high quality, competently written technical reports and other texts

OBJECTIVES

By the end of the course students will be able to

- 1 use the writer's resources – observation, conversation, reading, imagination
- 2 use graphics correctly as aids to clear technical, business and scientific writing
- 3 write summaries and abstracts
- 4 gather information from sources other than written texts
- 5 demonstrate good documentation practices – use of citations, quotations and paraphrases
- 6 write for specific audiences and purposes
- 7 use the language appropriate to technical, business and scientific writing
- 8 format documents correctly
- 9 critique the work of self and others
- 10 execute a task as a member of a working group
- 11 develop the practice of using the writing process in all writings

- A. **Design Basics:**
 - Appropriate typeface; document symmetry
 - Making material accessible - use of headings and other highlights
 - Design and purpose
- B. **Visuals**
 - Types of visuals and their appropriateness
 - Using visuals to aid description and show relationship
 - Using visuals to explain process and show relationship
 - Using visuals to explain trends and show relationship
 - The ethics of visuals

2. WORKPLACE CORRESPONDENCE

- A. **Basic forms of correspondence:**
 - Letter format
 - Memo format
 - E-mail format
- B. **Basic principles of Workplace Correspondence**
 - Clarity and conciseness
 - Clear (appropriate) organization
 - Good grammar
 - Appropriate tone

3. MECHANISM DESCRIPTION

- Meaning and purpose
- Researching the mechanism
- Determining purpose and audience needs
- Strategies in describing an unfamiliar mechanism
 - using pictorials, adjectives, analogies, geometric shapes
- Arranging the details of the description:
 - Introduction
 - Body
 - Conclusion

4. PROCESS DESCRIPTION AND ANALYSIS

- Place and Purpose
- Recognising Chronology in Stages and Steps
- Details in stages and steps
- Causes, consequences, advantages
- Appropriate illustrations



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WRITING PROPOSALS

'solicited' and 'unsolicited' proposals
the proposal
bibliography

The standard elements in a proposal

Developing Oral strategies

Checklist: General issues / content issues / design issues

Illustration issues / style issues

Credibility and consistence issues

Understanding how proposals are reviewed

Why proposals fail

6. THE REPORT

A. Kinds of Formal Reports

B. The Informal Report:

Summary of group decisions and task assignments relevant to
completing the Long Report

C. The Formal Report - Gathering Data

Primary research methods:

- observation
- informal discussions and interviews
- preparing questionnaires

Documenting sources

D. Common Elements in Formal Reports

Front Matter:

- Cover and title pages
- Table of Contents and List of Illustrations
- Writing the Letter of Transmittal
- Writing the Abstract

Body

Back Matter



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Assessment: 100% Coursework :

CONTENT		MARK
	<ul style="list-style-type: none"> • description of a mechanism • an analysis of a process <p>These aspects may be submitted as parts of a single 'essay' or as individual essays in the same folder. To allow assimilation of the techniques, recommended submission time is approximately mid-term</p>	<p>Description 15</p> <p>Analysis 15</p>
2	<p>A proposal (eg: a research proposal; a proposal for a practical solution to some real problem)</p> <p>The student is required to prepare, and to deliver the proposal orally and extemporaneously, using visual / other aids to enhance communication.</p> <p>A written outline of the proposal, complete with an annotated bibliography and any other elements required by the instructor, should be submitted by a time stipulated by the Instructor</p> <p>The proposal is based on the final task (submission 4). Each student is required to make an oral submission – whether as part of a group delivery (tag-team approach) or as individual members of a group making sub-proposals (aspects of a complex proposal)</p>	15
3	Conference presentations by individuals, on pre-assigned topics	15
4	<p>The portfolio for final submission will consist of:</p> <ul style="list-style-type: none"> • The full group proposal (sub-proposals) – not bound into the report • An amalgamated annotated bibliography – not bound • A memo to the instructor, detailing the contributions of each group member – not bound • Photo copies of texts used as support material – not bound • The Long Report: <ul style="list-style-type: none"> - Cover page - Title page - Letter of transmittal - Table of contents - List of illustrations - Abstract - Introduction - Body - Works cited - Appendices: <ul style="list-style-type: none"> copies of questionnaires interview schedules reports of observations relevant tables etc of supplemental value. 	<p>This portfolio is assigned marks in two parts:</p> <p>Individual Contribution to the body 16 (40%)</p> <p>Group mark (adequacy of content, organization, presence and correct use of all elements – cover page to appendices – formatting, presentation. 24 (60%)</p> <p>Total 40</p>
Assessment by 100% Coursework		Final Total 100



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O. Smith, and Thomas E. Pearsall. *How to Write for the*
ion. Boston: Thomson/Wadsworth. 2005.

Recommended Texts

Gerson, Sharon J. and Steven M. Gerson. *Technical Writing: Process and Product*. 5th Edition
Jones, Dan, and Karen Layne. *Technical Communication: Strategies for College and the Workplace*.
New York: Longman. 2002
Vanalstyne,

Please Note

- ❖ The **Long Report** must be a group submission. The exercises is awarded marks in two categories (**individual** and **group**). Each student is graded on the aspect of **The Body** on which he / she works, excluding the preliminary and supplementary pages. The overall quality of the entire paper determined the group mark.
- ❖ Recommended group size is **four**.
- ❖ The writing strategy used in the course is “process writing”. Each student is therefore required to maintain a portfolio of all writings done in the stages, from brainstorming to publishing a particular piece, and to submit this ‘process work’ with the finished piece for grading.
- ❖ As part of teaching strategy, students may be required to make presentations other than assignment 2
- ❖ Late assignments must be accompanied by medical certificates unless prior permission had been given by the Instructor.
- ❖ All students are required to attend a half-hour consultation, as part of a small group, with the particular Instructor. The student has the responsibility of arranging that time, to be the same each week, or to make up that time should temporary problems occur. Each student is required to make a brief submission on a set topic, once during a semester, in the consultation session.



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